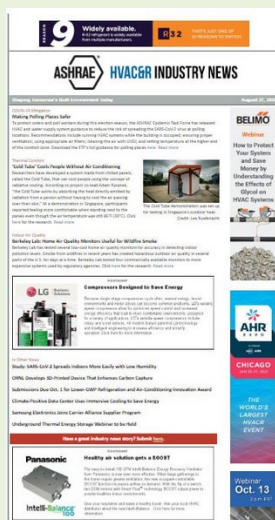


# ASHRAE MEDIA 2026 eNewsletters

## HVAC&R Industry – Published Every Thursday



- Technology news impacting HVACR industry & product announcements
- Circulation: over 100K
- Readership: ASHRAE Members & HVAC professionals.
- Free subscription available via ASHRAE website.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495
Product Listing	125x125*	\$2,285	\$1,985	\$1,725

**HVAC&R Industry Newsletter Averages**  
**Delivered: 101,863 Opens: 34,354 Open Rate: 33.7%**

Ad Position	Avg Clicks	Click Thru Rate
Skyscraper	12	0.04%
Top & Bottom Leaderboards	77	0.23%
Text	26	0.08%
Product Listing	31	0.09%

## ASHRAE Journal – Published 2<sup>nd</sup> & 4<sup>th</sup> Tuesdays



- Journal articles, including unpublished editorial
- Circulation: over 80K
- Readership: ASHRAE members and HVAC professionals.
- Paid subscription via Journal subscriptions.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

**ASHRAE Journal Newsletter Averages**  
**Delivered: 83,080 Opens: 33,269 Open Rate: 40.0%**

Ad Position	Avg Clicks	Click Thru Rate
Skyscraper	14	0.04%
Top & Bottom Leaderboards	108	0.32%
Text	36	0.11%

# ASHRAE MEDIA 2026 eNewsletters

## High Performing Buildings – Published 1<sup>st</sup> Tuesday



- Tech news impacting buildings marketplace, including best-performing systems with focus on sustainability
- Circulation: over 90K
- Readership: ASHRAE members, building owners & indoor air professionals.
- Free subscription available via HPB website.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Rectangle	300x250	\$5,325	\$4,630	\$4,025
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495
Product Listing	125x125*	\$2,285	\$1,985	\$1,725

**HPB Newsletter Averages**  
**Delivered: 91,601 Opens: 29,764 Open Rate: 32.5%**

Ad Position	Avg. Clicks	Click Thru Rate
Medium Rectangle	37	0.13%
Top & Bottom Leaderboards	115	0.39%
Text	28	0.09%
Product Listing	42	0.14%

## Insights – Published 3<sup>rd</sup> Wednesday



- ASHRAE news and activities
- Circulation: over 97K
- Readership: ASHRAE members and HVAC professionals.
- Paid subscription via Journal subscriptions.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

**Insights Newsletter Averages**  
**Delivered: 97,836 Opens: 35,244 Open Rate: 36.0%**

Ad Position	Avg. Clicks	Click Thru Rate
Skyscraper	17	0.05%
Top & Bottom Leaderboards	101	0.29%
Text	33	0.09%

## 2026 eNewsletters

### Professional Development – Published 4<sup>th</sup> Wednesday



- Monthly learning solutions newsletter with up-to-date learning opportunities from ASHRAE
- Circulation: over 60K
- Readership: Professionals enrolled in ASHRAE's Learning Institute, eLearning and Professional Certification Programs

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Rectangle	300x250	\$5,235	\$4,630	\$4,025
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

**Professional Development Newsletter Averages**  
**Delivered: 61,535 Opens: 19,612 Open Rate: 31.9%**

Ad Position	Avg. Clicks	Click Thru Rate
Skyscraper	n/a	n/a
Top & Bottom Leaderboards	n/a	n/a
Text	n/a	n/a

### Industry Sectors in Focus – Published 3<sup>rd</sup> Friday



- Editorial focused on a different topic each month.
- Circulation: over 90K
- Readership: ASHRAE Members & HVAC Professionals
- Paid subscription via Journal subscriptions.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

**Product Sectors in Focus Newsletter Averages**  
**Delivered: 94,143 Opens: 36,436 Open Rate: 38.7%**

Ad Position	Avg Clicks	Click Thru Rate
Skyscraper	21	0.06%
Top & Bottom Leaderboards	253	0.70%
Text	30	0.08%



# 2026 eNewsletters

## AMCA inmotion – Published Quarterly



- Editorial content written and edited by AMCA with the only dedicated content for fans, motors and air movement controls.
- Published in January, April, July, October
- Circulation: over 100K
- Readership: ASHRAE Members & air-system professionals.

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Rectangle	300x250	\$5,235	\$4,630	\$4,025
Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

**AMCA inmotion Newsletter Averages**  
**Delivered: 112,495 Opens: 31,006 Open Rate: 27.6%**

Ad Position	Avg Clicks	Click Thru Rate
Rectangle	n/a	n/a
Top & Bottom Leaderboards	n/a	n/a
Text	n/a	n/a

**All rates are NET, per issue, based on frequency. Metrics are averages through August 2025.**

### Ad specs and submission instructions:

Skyscraper – 160x600 pixel JPG or GIF.

Rectangle – 300x250 pixel JPG or GIF.

Leaderboard – 728x90 pixel JPG or GIF.

Text - 216x216 pixel static image, 40-character headline, 500-character description (character limits include spaces)

Product Listing - 125x125 static image, 40-character headline, 300-character description (character limits include spaces)

Ad Material & linking URL are due one week prior to send date.

Upload All Text ads to: <http://adcreator.ashrae.org/NewAd>

Upload HPB Product Listing ads to: <https://adcreator.ashrae.org/newad?t=HPBNewsProductListing>

Upload HVAC&R Product Listing ads to: <https://adcreator.ashrae.org/newad?t=HVACREnewsProductListingPortal>

Email other ad types to [ythompson@ashrae.org](mailto:ythompson@ashrae.org), [abafford@ashrae.org](mailto:abafford@ashrae.org)